



## Prescription Drug Core Group Meeting

June 21, 2016

1:00 p.m.

**Governor's Office of Youth, Faith and Family – Conference Room B**

1700 West Washington Street, Suite 230, Phoenix, Arizona 85007

A general meeting of the Prescription Drug Core Group was convened on June 21, 2016 at the Governor's Office of Youth, Faith and Family, Conference Room B, 1700 West Washington Street, Suite 230 Phoenix, Arizona 85007.

### Members Present (10)

**Sheila Sjolander**, Chairman, Arizona Department of Health Services  
**Deborrah Miller**, Co-Chair, Governor's Office of Youth, Faith and Family  
**Duce Minor**, Parker Area Alliance for Community Empowerment (via phone)  
**Dean Wright**, Arizona Board of Pharmacy  
**Tomi St. Mars**, Arizona Department of Health Services  
**Jacqueline Kurth**, Industrial Commission of Arizona  
**Lauren Prole**, Arizona Health Cost Care Containment System (via phone)  
**Shelly Mowrey**, High Intensity Drug Trafficking Area (via phone)  
**Carlena Orosco**, Arizona Criminal Justice Commission (via phone)  
**Jenna Jones**, Arizona Board of Osteopathic Examiners (via phone)

### Staff/Guests Present (10)

**Debbie Moak**, Director, Governor's Office of Youth, Faith and Family  
**Sam Burba**, Governor's Office of Youth, Faith and Family  
**Sonya Pierce-Johnson**, Governor's Office of Youth, Faith and Family  
**Tracy Cruickshank**, Maricopa County Department of Health Service  
**Keith Walker**, Maricopa County Department of Health Service  
**Cinthia Martinez**, Mercy Maricopa Integrated Care  
**Matt Owens**, Owens Harkey Advertising  
**Debbie Longley**, Owens Harkey Advertising  
**Kathleen Bryant**, Cenpatico  
**Dr. Howard Roemer**, Cenpatico

### Members Absent (3)

**Chief Thomas Kelly**, Apache Junction Police Department  
**Travis Williams**, Arizona Attorney General's Office

### Call to Order

- **Sheila Sjolander, Chairman**, called the Prescription Drug Core Group meeting to order at 1:02 p.m. with 10 members and 10 staff and guests present.

### Welcome/Introductions

- **Sheila Sjolander, Chairman** welcomed everyone and asked them to introduce themselves.

### Approval of Minutes

- Minutes for the meeting held May 31, 2016 were reviewed. The following corrections were made: under the Approval of Healthy Arizona Worksites Rx Abuse Module addition to Rx website; Deborah Miller, Governor's Office of Youth, Faith and Family, presented the Department of Health Services toolkit flyer. Under Agency/Partner Updates, Lauren Prole, stated that drug policy 310 FS was going to her committee next month for approval. Tomi St. Mars made a motion to approve the minutes with the corrections noted. The motion was seconded by Dean Wright and approved by all.

### Presentation: 2015 Prescribing Data

- **Dean Wright, Arizona Board of Pharmacy** provided a listing of the top drugs for the 3<sup>rd</sup> quarter of 2015. The top 10 drugs were discussed with the group. It included Oxycodone, Hydrocodone, Alprazolam, Lorazepam, Morphine Sulfate, Clonazepam, Zolpidem Tartrate, Carisoprodol, Vyvanse, and Diazepam. Mr. Wright reported that from the data in the report, Oxycodone was prescribed at 1/3 higher than Hydrocodone, which is a turnaround from last year. Mr. Wright reported that the numbers for the 4<sup>th</sup> quarter also appears to be growing.
- **Tomi St. Mars, Arizona Department of Health Services (ADHS)** reported that there appears to be a rise in Psycho Stimulants. She's concerned with the Tramadol deaths, which are increasing and the data on Fentanyl.
- **Jenna Jones, Arizona Board of Osteopathic Examiners** reported that currently 46% of CSPMP prescribers have signed up and have an access account and the numbers continue to climb. 19.7% from 18.4% in the 1<sup>st</sup> -2<sup>nd</sup> quarter from last year. Ms. Jones questioned if Veterinarian or Dentist reports are included in the data reports Mr. Wright provided. Her thought is that due to the exemptions with Dentist, this may cause a problem with the data numbers being off.

### Presentation: Owens Harkey Data from Focus Groups

- **Matt Owens & Debbie Longley, Owens Harkey Advertising** presented data from their focus groups in regards to the Public Health Campaigns. The Public Marketing Campaign commissioned 6 focus groups, 2 in Phoenix, 2 in Flagstaff, 1 in Kingman, and 1 in Tucson. The focus groups were commissioned to gather information and help structure the campaigns. The advertising company used a current marketing landscape analysis which looked at focus groups across the state, public awareness polling, research report on best messaging (in progress) and campaign concepts to achieve goals. The primary audience is 45-64 year olds, secondary is 13-19 year olds (teenagers) and Women of child bearing age, 25-35 year olds. All concepts had strengths and weaknesses but it was evident that the public is aware prescription abuse is a problem. Participants identified a multitude of reasons for the problem: people are stressed, depressed and anxious, prone to self-medicate, "babies having babies", and peers taking drugs for Attention Deficit Disorder or Attention Deficit Hyperactivity Disorder. From the information collected from their focus groups, a few suggestions were made: use real people (make the ads real for the biggest impact) get message across quickly – communicate message in photo be concise/quick and to the point (emotional impact), the creative has to be extreme or unexpected to stand out (but not too extreme) – Need to feel "that could be me" not "that could never be me", and relationship matters (people in all age groups fear the loss of an important relationship) for teens (siblings, parents, and friends), women (baby and spouse). Focus on impact on those people they love the most.

### Presentation: RX Misuse and Abuse Website

- **Sam Burba, Governor's Office of Youth, Faith and Family (GOYFF)** presented the new website content. Discussion was held about the content management plan, the need to include core group facts and the

need to include action awareness. Discussion was held about highlighting the drop off locations, and possibly having a direct link to the locations. The Rx Tool Kit will be highlighted on the site. Discussion was held about including the prescription drug initiatives and any other initiatives that are going on with any partner agencies. A section will be provided which highlights grants, partners, and coalitions. Discussion was held about the possibility of having a sub area, that focusses on the different coalitions, CSPMP-prescribers, county health departments, and other resources that are available. Discussion was held about the possibility to add on-line trainings, training materials, marketing reports, events calendars and "learn more" tabs on this webpage.

### **Presentation: Initial 2015 Mortality/Drug Overdose Data**

- **Sheila Sjolander & Tomi St. Mars ADHS**, shared that the primary causes of death include numbers on suicides and unintentional drug overdoses. For the overdose deaths, methamphetamine has increased since 2012. The category defined as Other/Unspecified has dropped in 2015. However, this may be a coding issue, usually multiple drugs are listed as causes of death. Based on an analysis of the counties, Prescription Opioid and Heroin has increased. When looking at these statistics, ADHS wants to start looking at Emergency Room Data.
- **Jacqueline Kurth, Industrial Commission of Arizona**, shared that she is looking at getting trainings for Physicians. Live webinars on treatment guidelines.
- **Tomi St. Mars, ADHS**, shared information regarding Naloxone training for First responders. The Bureau of Emergency Medical Services has developed a curriculum housed out of the AZPOST to complete. Kingman has also developed a curriculum specifically for Law Enforcement. She did mention that the Board of Pharmacy needs to write rules for Pharmacists to prescribe Naloxone per the new law.

### **Debrief-U.S. Surgeon General's visit**

- **Sheila Sjolander, ADHS**, shared that the Surgeon General was here in Arizona on June 13, 2016. The take away from his presentation at the town hall was that we need to shift how Substance Abuse is looked at and reduce the stigma. We need to frame Substance Abuse as a Chronic Disease and look at the way it should be treated. There should be a report completed by the end of the year on Substance Abuse. In addition, a letter for a call to action will be sent to all prescribers that will entail what to look for when prescribing opioids, it will include a small pocket size card for prescribers to use.

### **Toolkit Review and Update**

- **Sheila Sjolander, ADHS**, recommended that group seek volunteers to help look through strategies in the toolkit. Have the person who is the lead, lead the volunteers and push to clean up the data and get the review complete.
- **Sam Burba, GOYFF**, will handle all the updates. He will get a framework on how they will review and get the information pulled together and presented back to the group. Suggested that Duce, Travis and Tomi be asked, since they are all leads. Add CDC prescribing information to the toolkit this go around. This would be a good time to add new information to the strategies. ADHS and ADJC will have GEO mapping in process to drop in and include the drop off box locations. He will create file sharing drop box, all need to track the changes in the word document. He will update the document and share it will all.
- **Tomi St. Mars, ADHS**, recommended; MAP when labeling and use same language from the misuse and abuse labeling.

### **Agency / Partner Updates**

- **Ms. St. Mars** informed the group that she is in the process of hiring a Program Manager for the CDC Drug Overdose Grant. She also shared that the date of the next meeting, is the same date as the Rural Health Conference.
- **Mr. Wright** informed the group that his replacement is Elizabeth Dodge and she will start on June 27, 2016.

- **Ms. Sjolander** shared that the CDC has supplemental opportunities for the CDC grant to expand to more counties and assist the Board of Pharmacy with electronic health records and PDMP.
- **Jacqueline Kurth**, Industrial Commission of Arizona, had two hearings on the evidence treatment guidelines, the rules were approved and will be filed with the Secretary of State.
- **Ms. Mowrey** announced that HIDTA will have an Opioid summit on September 19, 2016.
- **Ms. Moak** shared that the GOYFF in partnership with ADHS and Owens Harkey will conduct a back to school educational campaign focusing on Alcohol, Marijuana and Prescription Drug Abuse at the beginning of the year. In addition, the GOYFF applied for a SAMHSA grant which will give the office two new staff to help with the core group.
- **Ms. Sjolander** gave special recognition to Mr. Wright whose last day with the Arizona Prescription Drug Core Group is today, June 21, 2016 due to retiring.
- **Kathleen Bryant**, Cenpatco, shared that AHCCCS approved Naloxone products to the drug list effective July 1, 2016.
- **Cynthia Martinez**, Mercy Maricopa, shared that the statewide performance database "use of opioids" provider manual is a direct link on the Board of Pharmacy website. CSDMP received their 3<sup>rd</sup> report. First RX Top presentation was June 20, 2016. There has also been a RX 360 Spanish presentation and a webinar scheduled for June 26, 2016. She will forward an electronic copy of a brochure to Deborah Miller to disseminate on Save Lives. There have been a total of 8 presentations, touching at least 60 youth and 357 adults.
- **Tracy Cruickshank**, Maricopa County Department of Public Health, shared that a market research RFP came out today, June 21, 2016.

#### Future Meeting Dates

- Next meeting is scheduled for:
  - Tuesday, July 26, 2016 - 1:00pm to 3:00pm. However, due to other members attending the Rural Health Conference the meeting might be rescheduled. Deborah Miller, Co-Chair will send out a survey to find out the availability of all members for a July's meeting.

#### Future Agenda Items

- None noted.

#### Adjourn

- **Sheila Sjolander, Chair, called for a motion to adjourn.**
- Ms. St. Mars moved to adjourn the meeting at 3:02pm. Motion was seconded by Mr. Wright. Meeting was adjourned at 3:02 pm.